

**GREENWICH VILLAGE SOCIETY FOR HISTORIC PRESERVATION  
7.5-HOUR CONTINUING EDUCATION COURSE**

***The Architectural and Cultural Heritage of Greenwich Village  
The South Village Transformed in the Late Nineteenth  
and Early Twentieth Centuries:  
Italian Tenements and Industrial Lofts to the Row House Reborn***

**Wednesday, October 9, 2013**

Location: GVSHP, Neighborhood Preservation Center  
232 East 11<sup>th</sup> Street, New York 10003

Hours: 7.5

8:45 Coffee and Croissants

9:00-9:30 *GVSHP and the South Village*  
**Andrew Berman**, Executive Director, Greenwich Village Society for  
Historic Preservation (Appendix A-a)

PowerPoint Discussion: Overview of the historic preservation movement in the South Village, including ongoing preservation efforts seeking landmark designation for the South Village and zoning protections for the area. The unique cultural and development history of the area will be examined, as well as how current land use regulatory conditions encourage change or preservation.

Handouts: GVSHP Newsletter and Education Brochure (Appendix A-b)

9:30-11:00 *The New Village: Immigrants, Factories, and Bohemians*  
**Francis Morrone**, Architectural Historian and Writer (Appendix B)

PowerPoint Lecture and Discussion: Once a genteel row house neighborhood, by the late 19th century a tidal wave of immigration from Europe burst the bounds of the Lower East Side, as Italian immigrants moved in large numbers into the new tenements (both Old Law and New Law) that transformed the row house streets south of Washington Square. The many Italian businesses in the area, as well as the tenements themselves, remind us of this time. At the same time, other row house streets yielded to industrial loft buildings (many of surprisingly striking architectural quality), including garment workshops where many of the South Villagers worked. (One example is the former Asch Building, now owned by NYU, scene of the devastating Triangle Shirtwaist Factory fire of 1911). New living and working patterns and the interaction



between the new Italians and the older African-American residents of "the Minettas," at houses of worship, restaurants, and more, will be discussed.

11:00-11:15 Refreshment Break

11:15-12:45 *Landmarking Deconstructed: What Your Clients Need To Know About Buying a Landmarked Building in NYC*

**Elizabeth Finkelstein**, Historic Preservation Consultant, Writer and Educator  
(Appendix C)

PowerPoint Lecture and Discussion: It's no secret that much of New York's most desirable real estate is landmarked, especially true in much of Central and West Greenwich Village, but what does "landmarked" mean exactly? The rules and regulations governing landmarked buildings in New York continue to be a source of confusion among even the most educated buyers & sellers. How does one determine if a building is landmarked? What are the pros and cons to owning a landmarked building? Can an owner make a change to his/her landmarked building, or must the architecture remain frozen in time? Through examples and storytelling, these questions will be answered, the regulation process will be clarified and common misconceptions about landmarking de-bunked. Participants will leave with a clear understanding of how to educate their clients about the responsibilities and perks associated with owning a landmarked building in New York City.

12:45-1:45 Lunch Break

1:45-3:00 *The Real Estate of Bohemia: Transformation in Greenwich Village*

**Andrew Scott Dolkart**, Director of the Historic Preservation Program and the James Marston Fitch Associate Professor of Historic Preservation, Columbia University Graduate School of Architecture, Planning and Preservation  
(Appendix D)

PowerPoint Lecture and Discussion: In the early decades of the 20th century, the deteriorating streets of Greenwich Village were transformed by artists and real estate developers who recognized the potential for creating interesting and profitable housing from the picturesque old houses that lined the byways of Greenwich Village. This development had a profound impact on the neighborhood's architecture and on its social character, resulting in the creation of the bohemian, artistic neighborhood that is still evident today.

Suggested Reading:

Dolkart, Andrew S. *The Row House Reborn: Architecture and Neighborhoods in New York City, 1908-1929*. Baltimore, MD: John Hopkins University Press, 2009.



3:00-5:00 *From Hidden Enclaves to Garden Complexes*  
**Andrew Scott Dolkart**

A walking tour will explore this unheralded transformation of the buildings in Greenwich Village that were discussed in the preceding lecture. Included on the walk are the pioneering redesigned row houses on Waverly Place, the major project undertaken by Sailors Snug Harbor on East 8th Street and Washington Mews, among others.

5:00-5:45 *Private Introduction to MacDougal-Sullivan Gardens*  
**Margaret Halsey Gardiner**, Resident and Executive Director of The Merchant's House Museum (Appendix E)

Walking tour of The MacDougal-Sullivan Gardens Historic District and private house visit. Designated a NYC Landmark in 1927 and added to the National Register of Historic Places in 1983, this small historic district consisting of 22 houses is located at 74-96 MacDougal Street and 170-188 Sullivan Street between Houston and Bleecker Streets in the South Village neighborhood of Manhattan. The houses, built in the Greek Revival style in 1844 (MacDougal Street) and 1850 (Sullivan Street), deteriorated over time until their purchase in 1920 by William Sloane Coffin, a director of the W. & J. Sloane Company furniture and rug retailer. He formed the Hearth and Home Corporation to create a middle-class development in what had become a slum and engaged architects Francis Y. Joannes and Maxwell Hyde, who converted the houses into apartments and re-faced the buildings in the Colonial Revival style while retaining some of the original Greek Revival elements. They removed all the buildings' stoops and combined the rear yards to make a large common garden. The renovation of the buildings was completed by 1921 and the garden by 1923. The houses were sold to individual owners in 1924, with the integrity of the project maintained by the MacDougal-Sullivan Gardens Association to this day.

Handout: NYC Landmarks Preservation Commission Report: MacDougal-Sullivan Gardens Historic District, designated August 2, 1967 (Appendix F)

